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Leaders in Small Car Marketing

By REYNOLDS KNIGHT
Can Mr. Krushchev throw the American economy off balance?

The recent stock market jitters looked, on the surface, as though he did — and Moscow Radio lost no time in describing the setback on Wall Street as a "panic among arms race profiteers."

There was plenty of evidence, however, to prove that such market breaks are "technical"—that is, the market's own way of correcting certain situations, among them overpricing of the glamour stocks.

The market is certainly not saying, by drastic movements up or down, that it thinks the cold war is suddenly to come to an end. In spite of the political and social implications of a Soviet ruler's visit, armament spending will not be reduced in the foreseeable future. Weapons developed will continue as it has in the past as long as a dictatorship persists.

FOR THE YEAR started July 1, U. S. defense spending will total 40.9 billions, with missiles work up, aircraft off a little, ships steady, and research expenditures rising. Atomic energy spending will be up, more than enough to

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balance a trim in military aid. Our arms-spending minimum—even in an unlikely cold-war truce—would be 25 to 30 billions. A tax cut of equal size would come quickly—benefiting consumer-goods industries and helping to offset a loss of business to arms industries.

THOSE LITTLE CARS — Will the so-called compact cars America's Big Three are introducing this fall stem the amazing popularity of the imports?

The answer is "No," as far as the imported-car makers are concerned. One of the leading ones, Renault, Inc., says flatly: "These cars will not compete with the Dauphine or the 4CV as to low price, gasoline mileage, or maintenance economy."

These are the words of Robert E. Valode, vice president of Renault, who says the advent of American Big Three compact cars will help quicken motorists' interest in all economy cars.

"The more people read, hear and talk about economy cars, the faster will the public recognition of their advantages grow," says Valode. "This is bound to help Renault... and we welcome it."

Valode points to the fact that Renault has been manufacturing cars for 61 years — longer than any American car manufacturer—and is, in fact, the world's sixth largest auto maker. It's years of experience in building small cars, rear-engine cars, is an asset that few other auto firms can claim.

THINGS TO COME — Motel guests may have their morning coffee upon arising via an automatic dispenser mounted on the wall. The guest pushes a button which activates a heater that provides hot water for mixing with instant coffee and cream... Another traveler's aid is a kit that contains sun-an-tan tissues, soap tissues, deodorant tissues, mosquito-repellent tissues, and powdered-suds packets for quick laundering... Fluorescent artificial teeth that glow in the dark have been developed for television actors whose teeth must look good under strong light.

CAUSE FOR OPTIMISM — Now that the year's first-half sales reports are in and tallied, the enthusiasm of the nation's tradesmen is practically boundless.

Typical of the comments heard everywhere these days are the opinions expressed in a survey of manufacturers of gas home appliances and industrial equipment. They now expect their unit sales for the year will be 10 per cent ahead of 1958, and they look forward to selling an average of 3.8 per cent more in 1960 than they are selling this year.

The steadily improving business climate, the Gas Appliance Manufacturers Association points out, is evidenced by the fact that the same manufacturers in a similar survey at the start of the year expected their 1959 unit sales to be only 4.3 per cent ahead of 1958.

While they generally expect sales will not be as fast-paced in the second half as they have been so far this year, GAMA reports, the manufacturers are predicting their total 1959 sales will attain new all-time peaks for built-in gas ranges, automatic gas water heaters.

BITS OF BUSINESS — A five-and-ten chain is experimenting with revolving credit for customers of 33 of its stores... Do-it-yourself product sales booming in steel towns, with paint sales up as much as 30 per cent, as strikers spend idle time on home work.

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| IRIS ORANGE JUICE 29-oz. Tin 43^c | |
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| LASCCO SLICED (LOX) SMOKED SALMON 7-oz. Jar 89^c | |
| JANE ANDERSON AMER., PIMENTO, SWISS CHEESE 8 Slices 8-oz. Pkg. 29^c | JANE ANDERSON FROZEN SPAGHETTI SAUCE 12-oz. Pkg. 25^c |
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SLICED FROZEN BROADBILL SWORDFISH **55^c lb.** | Roth's Frozen Beef, Pork, Veal CHOP-ETTES 8-OZ. PKG. **47^c ea.** | SWIFT'S PREMIUM SLICED BACON **49^c lb.** | Alaska Brand Frozen Breaded VEAL CUTLETS 4-OZ. PKG. **25^c ea.**

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| RITZ CRACKERS 12-oz. Pkg. 31^c | 3c OFF DEAL NUCOA YOU PAY 1-Lb. Ctn. 23^c |
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| IRIS TENDER GARDEN GREEN PEAS 2 No. 303 Tins 39^c | |
| KEN-L-RATION DOG FOOD 2 16-oz. Tins 35^c | |
| NO DEPOSIT WHITE ROCK BEVERAGES 2 Qt. Btls. 49^c | |
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| CAMPBELL'S TOMATO SOUP 10 1/2-oz. Tin 10^c | |
| IRIS BRAND GRAPEFRUIT JUICE 29-oz. Tin 35^c | |
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